ALAMEDA COUNTY
CONGESTION MANAGEMENT AGENCY

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April 22, 2005

REQUEST FOR QUOTE
for
2005 Alameda County Congestion Management Agency
Contractor Outreach Event

Dear Consultant:

The Alameda County Congestion Management Agency (ACCMA) invites your firm to submit a quote for the contracting/vendor outreaching work for the 2005 ACCMA Contacting Outreach Event. We are providing you with copy of the preliminary Scope of Services to help you prepare your quote. This information is available on our website www.accma.ca.gov.

Please submit your quote to the Alameda County Congestion Management Agency at 1333 Broadway, Suite #220, Oakland, CA 94612, Attn: Christina Muller. **All quotes are due no later than Friday, May 20, 2005 at 3:00 p.m. Faxed or emailed quotes are not acceptable.**

Sincerely,

Christina Muller
Administrative Manager and Board Secretary

cc.   Dennis R. Fay, Executive Director
Larry R. Reid, Councilmember

REQUEST FOR QUOTE
for
2005 Alameda County Congestion Management Agency Contractor Outreach Event

PURPOSE

The Alameda County Congestion Management Agency (ACCMA) is responsible for planning, programming, and coordination of federal, state, and regional funds for transportation projects within the Alameda County. Over the last few years, the ACCMA has partnered with other state and local agencies and taken on additional responsibilities in the delivery of priority projects on and off the state highway system. In an effort to reach out to the contracting community and offer opportunities to as wide a group of firms as possible and to increase awareness of ACCMA and its projects, the ACCMA is actively participating in vendor fairs and is in the process of collecting company information in a contractors/vendors database that is being used for mail-outs to potential contractors/vendors. To improve our outreach and to reach even more firms, the ACCMA is in need of a professional service firm that can assist ACCMA with its outreach efforts. The CMA is planning a contractor/vendor outreach event. The selected consultant will assist the CMA with this event.

Task 1.0:   STRATEGIC OUTREACH PLAN

- Consultant shall create comprehensive strategic outreach plan for the 2005 Contracting Outreach Event. This will include promoting the ACCMA Company registry website interface to encourage contractors/vendors to register their company information directly with CMA.

- Work with CMA to identify target audience

    o Perform analysis of contents in existing database and add/remove firms as appropriate. (The data contained in ACCMA's consultant database is the property of the CMA. Any additional data added to

> the database or gathered by CMA or its consultant(s) shall become
> the property of the ACCMA.)

- Develop outreach event plan and schedule

Task 2.0:   EVENT PLANNING

- Find location for the event

- Arrange for catering

- Develop mail-out list appropriate for event and perform mail-out

- Create meeting announcement, fact sheet and agenda

- Create public service announcement, press release and newspaper articles

- Outreach includes small local, minority papers and various media sources

- Pitch story to newspapers

Task 2.1:   EVENT PREPARATION

- Create PowerPoint presentation (template) and work directly with ACCMA for collection of data

- Create agenda for event

- Create handout material

- Design and create welcome signs/poster

- Utilize and expand ACCMA Consultant database for mailing

- Create pre-registration list based on mail-out

- Manage RSVP's

- Reminder call to mail-out recipients

- Respond to technical inquiries

Task 2.2:   EVENT DAY TASKS

- Manage sign-in table (sign-in sheet, name tags, agenda, handout material, etc)

- Oversee rental facility and catering services

- Set-up equipment and presentation material for event (power point, handout material, etc)

- Record meeting and prepare minutes

- Record Q&A